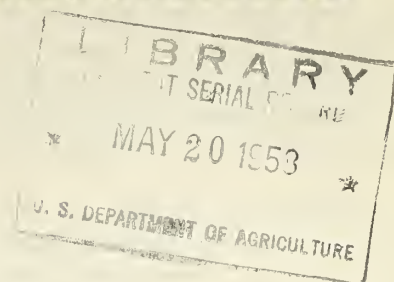


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Consumer Purchases of Selected FRUITS AND JUICES



SEPTEMBER

1957



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

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PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
SEPTEMBER 1957

The data in this report represent estimated total purchases :
by household consumers only and do not include those by hotels, :
restaurants, hospitals, or other institutional outlets. Data for :
single months are for 4-week periods (28 days) only in order to :
permit comparisons between periods of equal length. :

SUMMARY

United States household consumers purchased 5.3 million gallons of frozen concentrated orange juice in September 1957, substantially more than a year earlier. Total purchases in the 1956-57 marketing season (October 1956-September 1957) were the highest yet reported in this series, 9 percent higher than in the previous season and about 3 percent greater than in 1954-55, the previous high year. In contrast, purchases of frozen concentrated juices other than orange declined from September 1956 and total purchases during 1956-57 were the lowest since 1952-53.

Purchases of frozen lemonade concentrate were greater than in September a year earlier, but purchases of single-strength orangeade were smaller. About one-third more frozen lemonade concentrate was purchased in 1956-57 than in the preceding year.

Household buying of single-strength juices other than grapefruit and lemon increased over September 1956. Total purchases of single-strength orange juice in 1956-57, however, were the lowest for any year since reporting on this product was begun in 1949.

Purchases of fresh grapefruit and lemons improved from September 1956, but the buying of oranges declined.

Frozen juices, chilled juice and ades: Purchases of frozen concentrated orange juice after reaching an all-time peak in May 1957 began declining and continued this trend until September, when the volume increased about 2 percent over the preceding month. The 5.3 million gallons purchased, a 14-percent increase over September a year earlier, reflected a slightly larger proportion of buying families and an increase of nearly 1 can in the average quantity purchased per buying family. Prices paid for frozen concentrated orange juice in September 1957 averaged 14.9 cents per 6-ounce can, 2.3 cents less than a year earlier (table 1, fig. 4).

Total purchases of frozen concentrated orange juice in 1956-57 were about 9 percent greater than in the preceding year and 3 percent greater than in 1954-55, the previous high year. In each instance, the gain in volume appeared to be related principally to larger average purchases per buying family, since there was some reduction in the proportion of families buying.

The average price paid by householders in 1956-57 for frozen concentrated orange juice--15.3 cents per 6-ounce can--was 1.5 cents less than in 1955-56, reflecting the low price level prevailing from May through September (table 4). Prices averaged 14 cents per can in the 5-month period May-September, compared with 16.3 cents in the preceding 7 months.

Household purchases of frozen concentrated juices other than orange declined about 9 percent from the preceding month and 4 percent from September a year earlier. The total volume of other frozen concentrated juices purchased in 1956-57 was about 4 percent smaller than in the preceding year.

Purchases of frozen concentrated grapefruit juice, frozen single-strength lemon juice, frozen concentrated orangeade, and shelf-pack orangeade and lemonade were too small for analysis in September 1957.

About 1.5 million gallons of chilled orange juice were purchased in September 1957. This represented a slight decrease in volume from the preceding month, but a 33-percent gain over October 1956 when the product was first reported. Prices paid for chilled orange juice averaged 35.7 cents per quart this September, about 1 cent less than in October 1956.

Household purchases of single-strength orangeade in September 1957 were 10 percent smaller than a year earlier and 18 percent smaller than in the preceding month. The 470,000 cases (equivalent 24 No. 2's) bought reflected an average purchase of about two and a half 46-ounce cans of orangeade per family during the month, with only 3 percent of the Nation's families purchasing the product. Prices paid for orangeade averaged 27.5 cents per 46-ounce can in September 1957, an increase of about 1 cent over a year earlier (table 1, fig. 5).

Total purchases of single-strength orangeade during 1956-57 were about 7 percent greater than in the preceding season, reflecting an increase of about 9 percent in the average size of purchase per buying family and a decrease in the proportion of families buying.

About 730,000 gallons of frozen lemonade concentrate were purchased for home use in September 1957, a 13-percent increase over September 1956. Total purchases of this product in 1956-57 were 34 percent greater than in the preceding year, reflecting a greater number of families buying and a 13-percent increase in the average monthly quantity purchased per buying family (table 1, fig. 5).

Prices paid for frozen lemonade concentrate in 1956-57 averaged 11.5 cents per 6-ounce can, 2 cents less than in 1955-56. The average monthly expenditure for households buying frozen lemonade concentrate was about 66 cents in the 4-month period May-August, in both 1955-56 and 1956-57. The level of expenditures was maintained in 1956-57 as larger purchases per buying family offset lower prices.

Canned juices and fruit: The 7.1 million cases (equivalent 24 No. 2's) of canned single-strength juice purchased for home use in September 1957 represented a 9-percent increase over September 1956. About 46 percent of the Nation's families bought single-strength juices in September, with purchases averaging nearly three 46-ounce cans per buying family. Total household purchases of single-strength juices in 1956-57 rose 5 percent from the 1955-56 level (table 2, fig. 6).

Householders purchased 1.1 million cases (equivalent 24 No. 2's) of canned single-strength orange juice in September 1957, a 35-percent increase over September a year earlier. But for the 1956-57 marketing year as a whole slightly less single-strength orange juice was purchased than in the preceding year. A lower proportion of families buying and lower average monthly purchases per buying family from October through May accounted for the decline.

Consumers purchased nearly 800,000 cases (equivalent 24 No. 2's) of canned single-strength grapefruit juice in September 1957, approximately 11 percent less than a year earlier. The decline was accompanied by a decrease in the proportion of families buying.

In 1956-57 household purchases of single-strength grapefruit juice averaged about 864,000 cases per month and prices paid averaged 27.8 cents per 46-ounce can. In contrast, 1955-56 purchases averaged more than 1 million cases per month, and prices paid averaged 25.3 cents. Total household expenditures for single-strength grapefruit juice in 1956-57 were substantially lower than in the preceding year (table 5, fig. 6).

Household purchases of canned single-strength lemon juice in September 1957 were about 10 percent below the level of a year earlier. Prices paid for lemon juice this September--10.3 cents per 6-ounce can--were the lowest reported since July 1952. Both the proportion of families buying and the average quantity purchased per buying family were smaller than in the corresponding month a year earlier.

Householders purchased 670,000 cases (equivalent 24 No. 2's) of prune juice in September 1957, up 5 percent from September a year earlier. The increase in volume was associated with a larger proportion of buying families.

The average monthly expenditure for households buying prune juice rose from 71 cents in 1955-56 to 76 cents in 1956-57 (table 5). The greater expenditure was related to a slight increase in prices paid and larger average monthly purchases per buying family. Total purchases of prune juice in 1956-57 were 3 percent greater than in the preceding year, mainly because of the larger purchases per buying family. The proportion of families buying prune juice in 1956-57 was smaller than in most months of 1955-56.

Nearly 1.6 million cases (equivalent 24 No. 2's) of tomato juice were purchased for home use in September 1957, a gain of about 12 percent over the preceding September. The increase was related to more buying families and larger average purchases. Prices paid for tomato juice in September 1957

averaged slightly more than 26 cents per 46-ounce can, 2.3 cents less than a year earlier.

Purchases of tomato juice in 1956-57 were 14 percent greater than in 1955-56, reflecting gains in the proportion of buying families and monthly purchases per buying family. There was a decrease in average prices paid. The average monthly expenditure for families buying tomato juice increased in 1956-57 (tables 2 and 5).

Household purchases of single-strength juices other than those individually reported totaled 2.9 million cases (equivalent 24 No. 2's) in September 1957, a 7-percent increase over September a year earlier. Total purchases of "other" juices in 1956-57 rose 11 percent from the 1955-56 season.

About 285,000 cases (equivalent 480 ounces per case) of canned grapefruit sections were bought by consumers in September 1957, about 5 percent less than in the preceding month and 26 percent less than in October 1956 when data were first reported for the product. The proportion of families buying grapefruit sections and the average quantity purchased per buying family were smaller than in October 1956, while prices paid were slightly higher (table 2).

Fresh fruit: Consumers bought about 1 million boxes of fresh oranges in September 1957, about 7 percent less than in either the preceding month, or in September a year earlier. About 77 percent of the total quantity purchased were California-Arizona oranges, with the balance about equally divided between Florida oranges and oranges unidentified as to area of production. The decline in volume was associated with fewer buying families and smaller family purchases. Prices paid for oranges this September averaged about 49 cents a dozen, the highest in more than a year (table 3, figs. 7 and 8).

About 6 percent fewer oranges were purchased in 1956-57 than in 1955-56; this was associated with a smaller proportion of buying families. Purchases averaged slightly more than 25 oranges a month per buying family in both 1955-56 and 1956-57.

About 400,000 boxes of fresh grapefruit were purchased for home use in September 1957, nearly $2\frac{1}{2}$ times the quantity bought in September a year earlier. Although purchases per buying family declined, about 10 percent of the Nation's families bought grapefruit this September compared with about 4 percent in September 1956. Prices paid for grapefruit averaged \$1.10 per dozen in September 1957, compared with \$1.20 in the preceding September.

Total purchases of grapefruit in 1956-57 were 8 percent less than in 1955-56. Purchases of Florida grapefruit, which comprised more than half of the total volume, were down about 9 percent and unidentified grapefruit were down 22 percent, while purchases of California grapefruit increased about 26 percent. The decline in the total volume of purchases was associated with a smaller proportion of buying families during most months. About 9 grapefruit per month were purchased per buying family in both 1955-56 and 1956-57.

Approximately 327,000 boxes of lemons were purchased by householders in September 1957, up about 6 percent from September 1956. The increase was associated with larger purchases per buying family, as the proportion of families buying declined more than 1 percentage point from September 1956.

Table 1.--Frozen juices, refrigerated juices, and ades: U. S. total consumer purchases and average price, September 1957 and 1956 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
					Purchases		Quantity per purchase				
	1957	1956	1957	1956	1957	1956	1957	1956		1957	1956
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices											
Orange.....	28.6	28.4	5,325	4,669	2.2	2.2	21.7	19.4	6	14.9	17.2
Grapefruit.....	1/	2/	1/	2/	1/	2/	1/	2/	6	1/	2/
Other concentrates.....	3/	3/	502	592	3/	3/	13.4	14.3	6	18.3	15.3
Total.....	31.1	30.4	5,892	5,261	2.3	2.4	20.6	18.6			
Refrigerated juice											
Chilled orange juice.....	3.0	2/	1,525	2/	3.3	2/	40.1	2/	4/	35.7	2/
Concentrated ades											
Frozen											
Lemonade.....	6.4	6.3	730	648	1.4	1.5	20.2	18.0	6	10.9	13.3
Shelf-pack											
Orangeade.....	1/	1.1	1/	102	1/	1.6	1/	15.6	6	1/	16.8
Single-strength ade 5/											
Canned orangeade.....	3.4	4.0	470	522	1.6	1.6	73.4	73.9	46	27.5	26.6

1/ Too few purchases for analysis.

2/ Data not obtained for this period.

3/ Information not available.

4/ Per equivalent quart.

5/ Total quantity in 1,000 cases, - equivalent 24 No. 2 cans.

Table 2.--Canned fruit and single-strength juices: U. S. total consumer purchases and average price, September 1957 and 1956 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1957	1956	1957	1956	Purchases		Quantity per purchase			1957	1956
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned fruit											
Grapefruit sections.....	5.1	2/	285	2/	1.5	2/	35.9	2/	3/16	18.7	2/
Canned juices											
Orange.....	9.5	8.1	1,132	839	1.7	1.7	59.7	52.4	46	30.3	36.2
Grapefruit.....	7.2	8.1	793	890	1.6	1.6	61.0	61.0	46	27.6	27.3
Lemon.....	2.6	2.8	55	61	1.2	1.3	15.0	15.1	5½	10.3	12.4
Prune.....	7.8	7.6	670	639	1.8	1.9	40.7	38.8	32	33.0	32.4
Tomato.....	16.1	15.2	1,581	1,418	1.5	1.5	57.3	53.5	46	26.4	28.7
Total 4/.....	45.9	44.8	7,143	6,579	2.6	2.6	51.9	49.4			

1/ Equivalent cases of No. 2 cans - 432 ounces per case, except 480 ounces per case for grapefruit sections.

2/ Data not obtained for this period.

3/ Net weight 1 lb. (No. 303 can).

4/ Includes other single-strength juices.

Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, September 1957 and 1956 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
	1957	1956	1957	1956	Purchases		Quantity per purchase		1957	1956
					1957	1956	1957	1956		
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents
Oranges										
California-Arizona.....	17.0	18.8	800	886	1.9	1.9	11.8	13.0	50.3	44.7
Florida.....	2.0	1.6	117	86	1.6	1.7	13.8	11.4	45.6	45.1
Unidentified.....	3.5	3.8	119	144	1.3	1.4	12.3	13.3	45.8	45.3
Total 1/.....	20.8	22.3	1,045	1,129	1.9	1.9	12.0	12.9	49.3	44.7
Grapefruit										
California-Arizona.....	2.9	2.1	105	71	1.4	1.6	4.0	3.8	112.8	115.3
Florida.....	4.3	2/	145	2/	1.2	2/	4.0	2/	105.3	2/
Unidentified.....	4.2	1.5	133	58	1.3	1.6	3.9	4.2	111.8	120.7
Total 1/.....	10.2	3.9	392	161	1.5	1.8	4.0	4.0	109.5	120.5
Lemons.....	19.5	20.7	327	309	1.6	1.6	7.0	6.9	43.6	45.8

1/ Includes small purchases of Texas fruit.

2/ Too few purchases for analysis.

Table 4.--Average prices paid by householders for purchases of selected fruits and juices in 1955-56 and 1956-57

Commodity	Unit	Season average price ^{1/}		Price change in 1956-57 from 1955-56
		1956-57	1955-56	
		<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
Frozen concentrated orange juice.....	6 ounces	15.3	16.8	-1.5
Chilled orange juice.....	32 ounces	35.6	<u>2/</u>	<u>2/</u>
Ades:				
Frozen lemonade concentrate.....	6 ounces	11.5	13.5	-2.0
Single-strength orangeade.....	46 ounces	27.2	27.0	0.2
Single-strength juices and canned fruit:				
Orange.....	46 ounces	33.3	33.8	-0.5
Grapefruit.....	46 ounces	27.8	25.3	2.5
Lemon.....	5½-6 ounces	11.3	12.3	-1.0
Prune.....	32 ounces	32.7	32.4	0.3
Tomato.....	46 ounces	27.1	28.0	-0.9
Canned grapefruit sections.....	#303 can	18.5	<u>2/</u>	<u>2/</u>
Fresh fruit:				
Oranges:				
All.....	Dozen	44.4	44.2	0.2
California-Arizona.....	Dozen	51.0	48.8	2.2
Florida.....	Dozen	38.0	39.1	-1.1
Grapefruit.....	Dozen	85.7	81.9	3.8
Lemons.....	Dozen	44.1	44.3	-0.2

^{1/} Computed by weighting monthly price paid by quantity purchased.

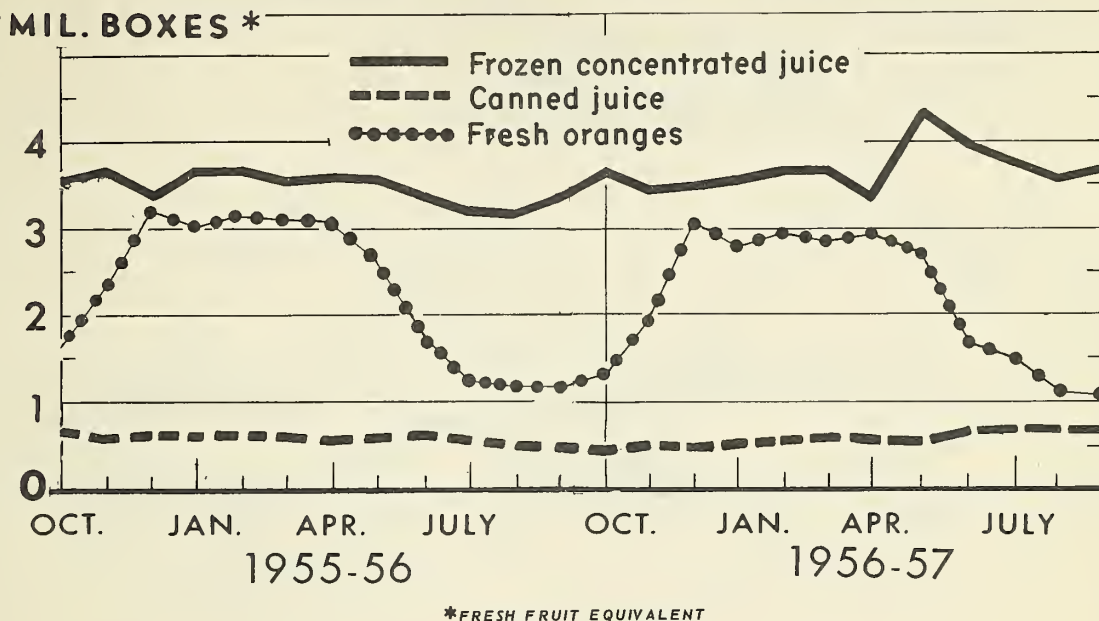
^{2/} Not available.

Table 5.--Average expenditure per 28-day month by householders purchasing a specified fruit or juice in 1954-55 through 1956-57 1/

Commodity	Average expenditure per month		
	1956-57	1955-56	1954-55
	<u>Dollars</u>	<u>Dollars</u>	<u>Dollars</u>
Frozen concentrated orange juice..	1.20	1.21	1.15
Single-strength juices:			
Orange.....	.68	.67	.66
Grapefruit.....	.59	.56	.54
Prune.....	.76	.71	.69
Tomato.....	.53	.50	.48
Fresh fruit:			
Oranges.....	.95	.95	.91
Grapefruit.....	.70	.69	.65
Lemons.....	.39	.39	.39

1/ Determined by calculating the simple average of monthly expenditures per buying family obtained by applying the average price paid during a month to the average quantity purchased. The data cannot be combined to determine either total or average expenditures for 2 or more products because of the differences in the number of families buying the various products, and because a household may have purchased only 1 product or may have purchased several items.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

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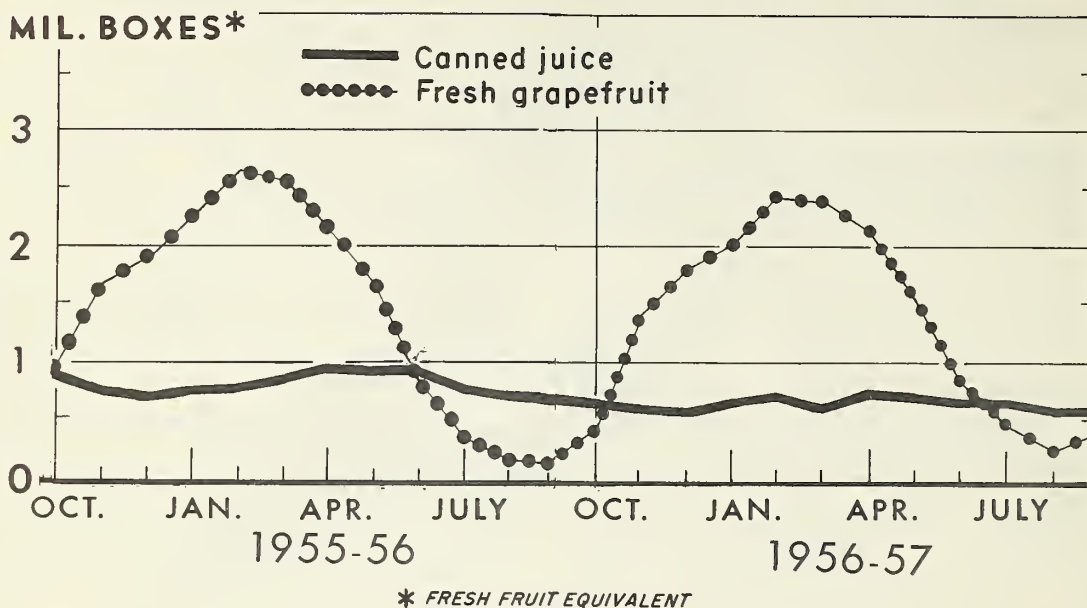
Figure 1

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1955 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Total	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	1,301	1,643	3,620	3,597	459	688	5,380	5,928
November.....	1,961	2,350	3,440	3,621	494	594	5,895	6,565
December.....	3,045	3,270	3,496	3,395	480	647	7,021	7,312
October-December 1/.....	7,068	8,020	11,350	11,471	1,558	2,088	19,986	21,579
January.....	2,772	3,008	3,531	3,671	516	648	6,819	7,327
February.....	2,944	3,142	3,689	3,649	566	645	7,199	7,436
March.....	2,870	3,126	3,664	3,569	588	612	7,122	7,307
October-March 1/.....	16,405	18,166	23,157	23,406	3,353	4,155	42,915	45,727
April.....	2,938	3,055	3,372	3,603	571	578	6,881	7,236
May.....	2,719	2,617	4,281	3,565	541	602	7,541	6,784
June.....	1,676	1,726	3,970	3,390	645	610	6,291	5,726
October-June 1/.....	24,276	26,041	35,734	34,916	5,271	6,078	67,281	67,035
July.....	1,477	1,268	3,786	3,201	690	534	5,953	5,003
August.....	1,129	1,160	3,590	3,147	677	484	5,396	4,791
September.....	1,045	1,129	3,674	3,310	681	499	5,400	4,938
Season 1/.....	28,193	29,875	47,640	45,455	7,482	7,480	83,315	82,810

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



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Figure 2

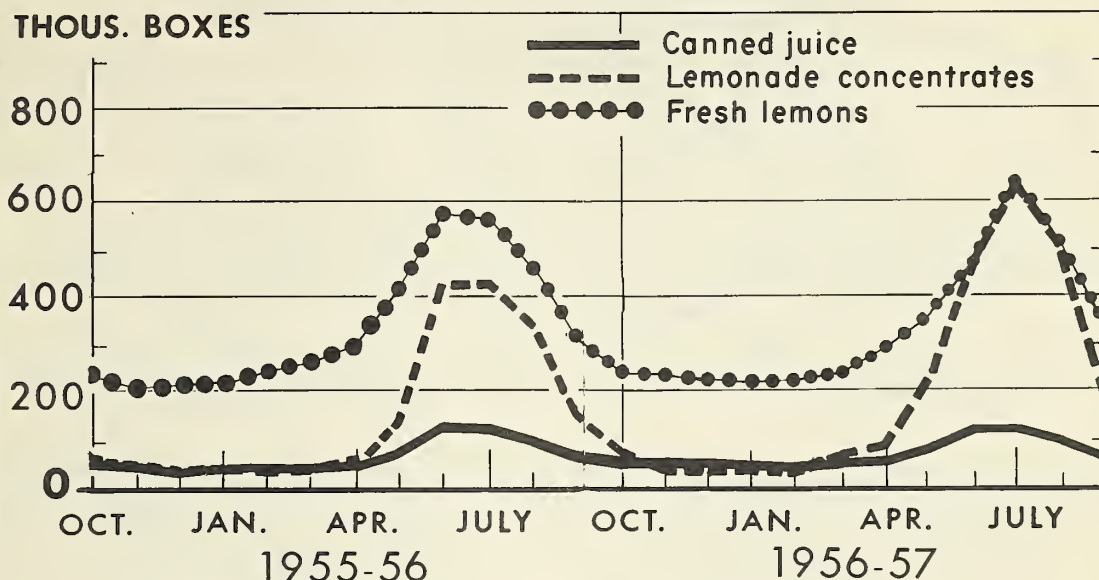
Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1955 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice		Total	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	boxes	boxes	boxes	boxes	boxes	boxes
October.....	444	984	674	813	1,118	1,797
November.....	1,359	1,695	620	674	1,979	2,369
December.....	1,839	1,932	592	732	2,431	2,664
October-December 1/.....	4,076	5,165	2,663	2,407	6,739	7,572
January.....	2,020	2,246	673	754	2,693	3,000
February.....	2,407	2,672	716	788	3,123	3,460
March.....	2,389	2,543	608	857	2,997	3,400
October-March 1/.....	11,492	13,370	4,839	5,006	16,331	18,376
April.....	2,131	2,165	735	940	2,866	3,105
May.....	1,540	1,668	729	926	2,269	2,594
June.....	880	860	663	940	1,548	1,800
October-June 1/.....	16,359	18,411	7,118	8,029	23,477	26,440
July.....	477	353	652	768	1,129	1,121
August.....	246	184	605	705	851	889
September.....	392	161	605	679	997	840
Season 1/.....	17,510	19,142	9,122	10,349	26,632	29,491

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS

THOUS. BOXES



* FRESH FRUIT EQUIVALENT

U. S. DEPARTMENT OF AGRICULTURE

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Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1955 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October.....	248	228	53	39	74	49	75	53	376	320
November.....	232	207	44	35	31	37	32	39	308	281
December.....	223	216	50	36	35	31	36	34	309	286
October-December 3/.....	774	713	162	129	151	125	154	133	1,090	975
January.....	217	218	49	37	37	32	38	37	304	292
February.....	220	242	42	42	34	34	35	36	297	320
March.....	239	261	50	42	59	37	61	40	350	343
October-March 3/.....	1,508	1,492	315	262	291	236	298	255	2,121	2,009
April.....	285	288	51	46	77	58	80	59	416	393
May.....	359	416	70	71	213	135	216	138	645	625
June.....	472	573	115	124	471	410	478	425	1,065	1,122
October-June 3/.....	2,727	2,876	567	528	1,138	894	1,152	937	4,446	4,341
July.....	642	563	116	117	618	415	629	426	1,387	1,106
August.....	508	457	95	96	487	341	500	351	1,103	904
September.....	327	309	60	65	154	137	160	141	547	515
Season 3/.....	4,322	4,303	855	815	2,481	1,870	2,511	1,940	7,688	7,058

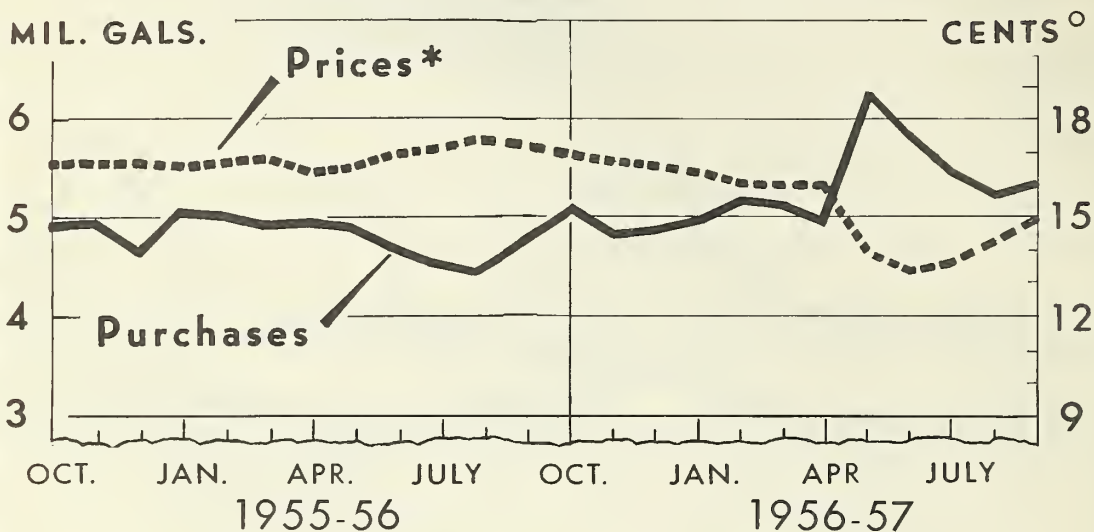
1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

°PER 6-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

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Figure 4

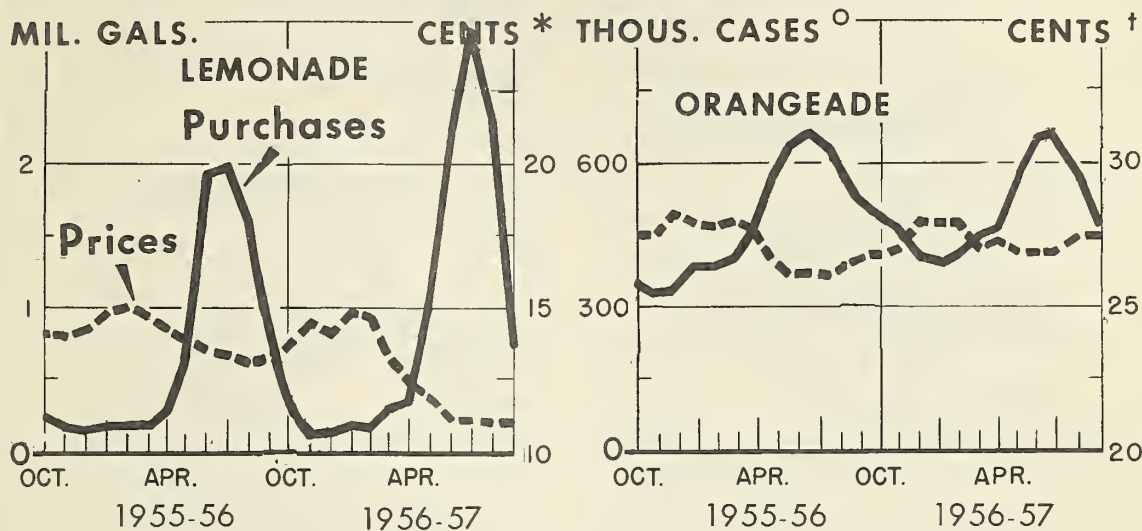
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1955 to date

Period	Purchases		Average price per 6 oz. can	
	1956-57 1,000 gallons	1955-56 1,000 gallons	1956-57 Cents	1955-56 Cents
October.....	5,070	4,962	17.0	16.6
November.....	4,818	4,995	16.7	16.6
December.....	4,896	4,683	16.6	16.7
October-December 1/.....	15,911	15,822		
January.....	4,945	5,043	16.3	16.6
February.....	5,166	5,012	16.0	16.7
March.....	5,132	4,903	15.9	16.8
October-March 1/.....	32,433	32,216		
April.....	4,959	4,970	15.9	16.4
May.....	6,296	4,917	14.0	16.5
June.....	5,838	4,676	13.3	16.8
October-June 1/.....	50,928	48,092		
July.....	5,487	4,515	13.5	17.0
August.....	5,203	4,439	14.2	17.3
September.....	5,325	4,669	14.9	17.2
Season 1/.....	68,183	62,957		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



* PER 6-OUNCE CAN

° EQUIVALENT CASES OF 24 #2'S

† PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3780-57 (11) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1955 to date

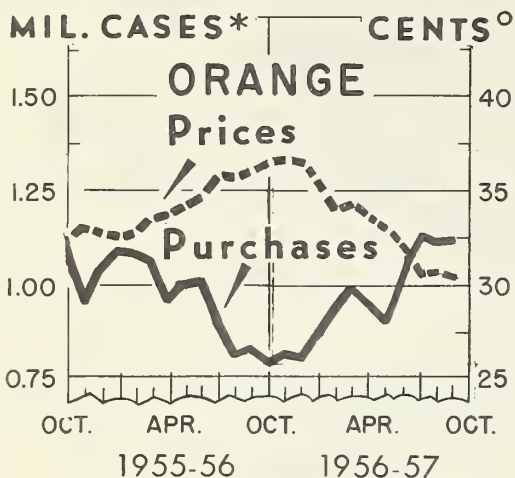
Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price per 6 oz. can		Purchases		Average price per 46 oz. can	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 gallons	1,000 gallons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	350	230	13.4	14.0	484	351	26.9	27.5
November.....	148	174	14.3	14.0	466	326	27.2	27.3
December.....	166	147	14.1	14.3	401	330	28.0	28.2
October-December 2/.....	718	593			1,428	1,071		
January.....	176	153	14.9	14.8	393	379	27.9	27.9
February.....	161	163	14.4	14.8	409	379	27.9	27.6
March.....	280	177	13.4	14.7	450	393	27.0	28.0
October-March 2/.....	1,382	1,121			2,781	2,348		
April.....	366	273	12.4	14.2	465	446	27.2	27.6
May.....	1,010	640	11.9	13.8	572	563	26.8	26.7
June.....	2,231	1,942	11.0	13.6	652	634	26.8	26.2
October-June 2/.....	5,397	4,239			4,609	4,106		
July.....	2,930	1,966	11.1	13.3	653	660	26.8	26.2
August.....	2,307	1,614	10.9	13.1	576	627	27.4	26.1
September.....	730	648	10.9	13.3	470	522	27.5	26.6
Season 2/.....	11,764	8,866			6,463	6,087		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

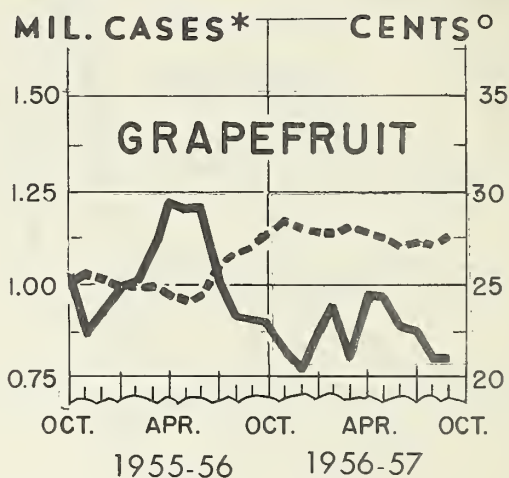
2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

Consumer Purchases and Prices Paid



* EQUIVALENT CASES OF 24 #2's



° PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3781-57 (11) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1955 to date

Period	Orange				Grapefruit			
	Purchases		Average price per 46 oz. can		Purchases		Average price per 46 oz. can	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	775	1,104	36.4	32.3	884	1,033	27.9	25.3
November.....	834	954	36.6	33.0	813	857	28.6	25.5
December.....	810	1,038	36.4	32.8	776	930	28.1	25.2
October-December 2/.....	2,631	3,351			2,663	3,059		
January.....	871	1,081	35.0	32.7	882	981	27.9	24.9
February.....	956	1,077	34.0	33.1	939	1,025	27.9	24.8
March.....	993	1,021	34.4	33.5	797	1,114	28.1	24.8
October-March 2/.....	5,663	6,801			5,515	6,439		
April.....	949	960	33.9	33.5	978	1,223	27.8	24.5
May.....	898	1,000	32.7	34.2	969	1,204	27.4	24.4
June.....	1,071	1,013	31.9	34.5	888	1,221	27.1	24.6
October-June 2/.....	8,849	9,996			8,545	10,370		
July.....	1,146	898	30.5	35.7	854	1,007	27.4	26.0
August.....	1,124	814	30.6	35.6	793	924	27.3	26.6
September.....	1,132	839	30.3	36.2	793	890	27.6	27.3
Season 2/.....	12,522	12,751			11,172	13,410		

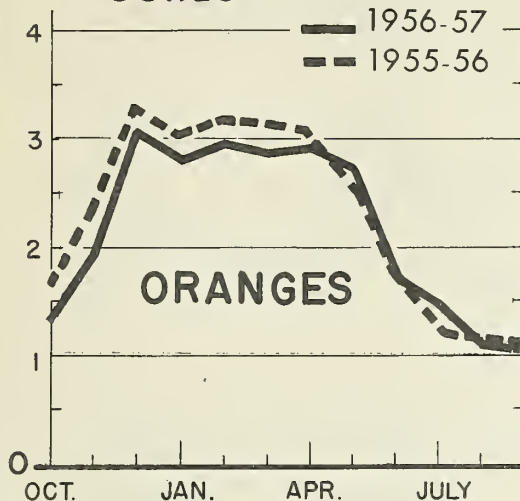
1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

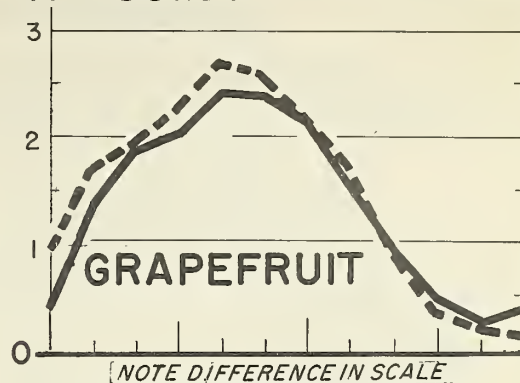
FRESH CITRUS FRUIT

Consumer Purchases

MIL. BOXES

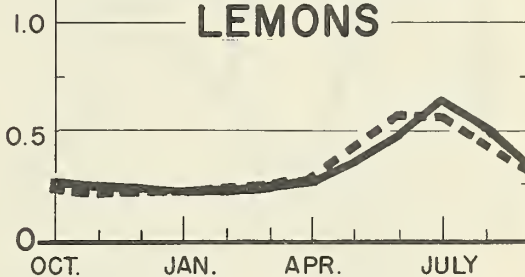


MIL. BOXES



[NOTE DIFFERENCE IN SCALE]

LEMONS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3782-57 (11) AGRICULTURAL MARKETING SERVICE

Figure 7

Fresh citrus fruit: Consumer purchases and average price paid, October 1955 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price per dozen		Purchases		Average price per dozen		Purchases		Average price per dozen	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000	1,000			1,000	1,000			1,000	1,000		
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October.....	1,301	1,643	45.2	42.1	444	984	118.7	90.7	248	228	46.2	43.9
November.....	1,961	2,350	40.0	37.9	1,359	1,695	90.0	80.1	232	207	47.5	45.5
December.....	3,045	3,270	39.8	39.4	1,839	1,932	82.6	77.8	223	216	47.4	46.8
October-December 1/.....	7,068	8,020			4,076	5,165			774	713		
January.....	2,772	3,008	41.8	41.4	2,020	2,246	80.3	77.9	217	218	50.1	48.1
February.....	2,944	3,142	42.4	43.7	2,407	2,672	76.1	73.4	220	242	49.1	46.3
March.....	2,870	3,126	44.8	44.9	2,389	2,543	78.7	76.0	239	261	46.2	44.6
October-March 1/.....	16,405	18,166			11,492	13,370			1,508	1,492		
April.....	2,938	3,055	46.4	45.8	2,131	2,165	82.2	81.1	285	288	43.2	42.5
May.....	2,719	2,617	48.5	51.5	1,540	1,668	90.1	91.3	359	416	43.3	40.2
June.....	1,676	1,726	47.7	53.0	880	860	97.8	100.5	472	573	41.7	44.0
October-June 1/.....	24,276	26,041			16,359	18,411			2,727	2,876		
July.....	1,477	1,268	46.5	45.8	477	353	105.5	105.6	642	563	40.8	44.6
August.....	1,129	1,160	47.8	43.0	246	184	115.9	108.8	508	457	42.5	43.9
September.....	1,045	1,129	49.3	44.7	392	161	109.5	120.5	327	309	43.6	45.8
Season 1/.....	28,193	29,875			17,510	19,142			4,322	4,303		

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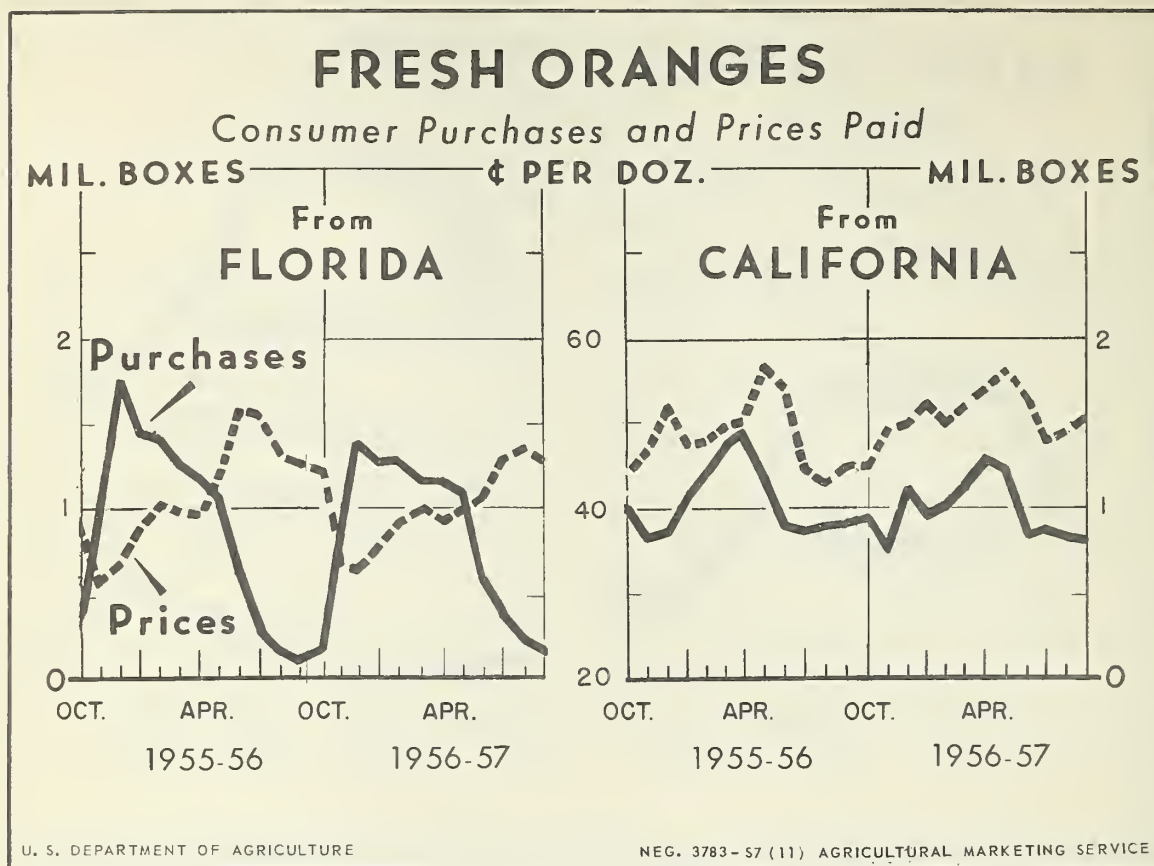


Figure 8

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1955 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000	1,000			1,000	1,000		
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October.....	166	390	44.9	36.8	938	1,009	45.6	44.6
November.....	855	1,081	33.4	32.0	746	842	48.6	47.0
December.....	1,368	1,765	32.8	33.8	1,098	871	49.8	52.2
October-December 1/.....	2,750	3,618			3,024	2,953		
January.....	1,269	1,427	35.8	37.5	978	1,063	52.4	47.4
February.....	1,294	1,399	38.2	40.2	1,024	1,191	50.6	48.0
March.....	1,168	1,261	39.8	39.6	1,126	1,384	52.0	49.8
October-March 1/.....	6,769	8,070			6,455	6,944		
April.....	1,165	1,186	38.7	39.7	1,291	1,458	53.9	50.3
May.....	1,085	1,065	39.9	44.5	1,221	1,190	56.2	56.9
June.....	575	596	41.7	51.5	846	892	52.4	54.1
October-June 1/.....	9,800	11,137			10,054	10,679		
July.....	383	248	45.7	50.8	887	859	47.8	44.8
August.....	200	144	46.9	46.8	810	870	48.7	42.8
September.....	117	86	45.6	45.1	800	886	50.3	44.7
Season 1/.....	10,532	11,639			12,747	13,515		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

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